

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



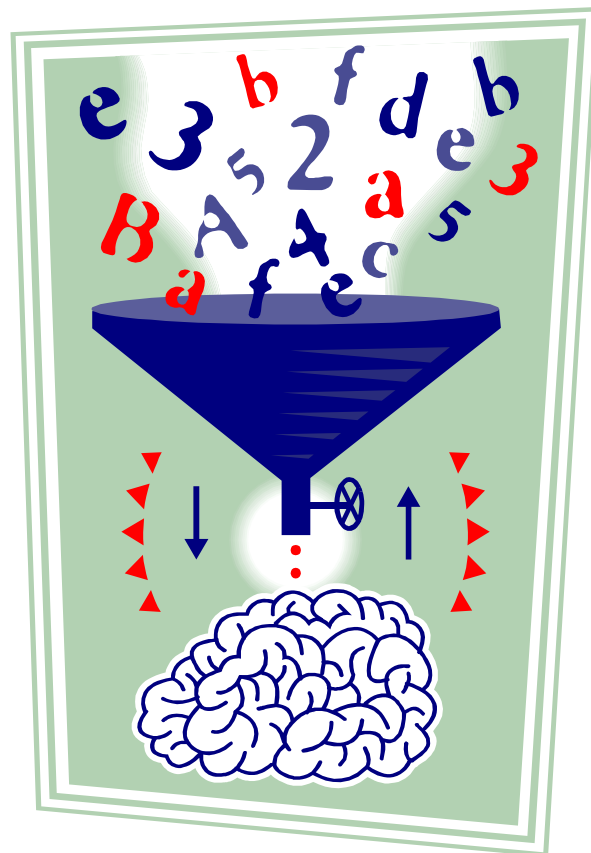
Part 3 Analysis & Recommendations

Version 1
August 2013

TABLE OF CONTENTS – Part 3

PROBLEMS	3
A. Consequences	4
B. Consumption.....	7
C. Risk Factors.....	9
CAUSAL AREAS	13
A. Retail Availability	14
B. Criminal Justice	18
C. Social Availability	20
D. Promotion.....	21
E. School Policies.....	23
F. Medical Field Information	24
PRIORITIZATION	26
FINAL QUESTION	28

Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, the Fergus County Data shows it has a bigger problem with DUI crashes with injuries than Montana does. In 2008, ratio of the state average for alcohol related crashes and injuries when compared to Fergus County was about 1:1, then over the next few years Fergus County bumped up higher than the state. In 2009, Fergus County had a rate of 172.85 per 100,000 and Montana had a rate of 138.32. This rate comparison continued in 2012, when Fergus County jumped to 227.49 per 100,000 and Montana was 144.13 per 100,000. Overall Fergus County went from 21 crashes in 2008 to 26 crashes in 2012. The state saw a decrease in crashes.

In Table 3, from 2008 to 2012, the average of Fergus County's alcohol related crashes with fatalities was **double** the state average. This is substantial and can most likely be contributed to the urban and rural setting of Fergus County and the many miles of highways connecting the county. There are large alcohol related community events that draw people from all around and then they drive home.

Fergus County had zero crashes involving American Indians from 2008 to 2011.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem seems to be about the same, with Fergus county data slightly higher. In 2008, Fergus students were basically right at the state average for all grades. The average for Fergus County Students in 2008 was 13.6% and the state's average was 14.1%. In 2010, Fergus County was sitting at 11.8% and the state's average was 9.8%. In 2010, Fergus County saw a decrease in 10th and 12th graders drinking and driving, falling below the state average by 1-3%. In 2012, most significantly was the rise in 8th graders in Fergus County (8.3%) more than doubles the rate of Montana (2.8%). It is also important to note that both county and state data for 10th and 12th graders dropped from 2008 to 2010.

In Montana, Native American teens are more like likely to drive while drinking than Montana teens as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, if you look at the overall trending averages from 2008 to 2012, Fergus County is more than the state average. A student who rides in a car with a driver who has been drinking is a bigger problem in Fergus County. We do see an overall increase in Fergus students riding in a car with a drunk driver. In 2008, the percentage of 12th graders was 31.7. That increases to 37.6 in 2010 and finally to a whopping 66.7% in 2012. Montana saw an overall decrease.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the Native American averages, but they are decreasing at a faster rate.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Fergus County has seen increases in most areas. The county is failing to go in the right direction. The number of DUI Crashes with injuries and fatalities has increased since 2008. We know that more students are riding in cars with drivers who have been drinking. There is a direct correlation between these statistics.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge

drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Fergus County is reportedly about the same as it is in Montana, but where Montana saw an overall decrease, Fergus County saw an increase in binge drinking. In 2008, for all races in Fergus County, the average percentage was 23.0 for all grades and 24.5 for Montana. This climbs to 25% in 2012 but decreases for the state to 21.2%. It is worthy to note that 66.7% of 12th graders reported binge drinking in Fergus County in 2012, which is double the state rate.

Looking at table 12, we can see that while there is no state data on American Indians binge drinking, Fergus County saw an average rate go from 55.6% in 2008 down to 50% in 2010.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there isn't any Fergus County Specific Data on Binge Drinking for Adults. However the BFRSS data has shown that each region of the state is pretty equal to overall state data. What is important to note, is that while we have also seen increases in all other areas mentioned so far, Adult Binge Drinking is not exempt. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between the DUI Crashes with injuries and fatalities and the state binge drinking rates.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Again, Fergus County's underage drinking problem seems to be about the same as the overall state in 2008 and 2010, but there is a definite increase in 2012. I would characterize this as a bigger problem. In 2008, the data was extremely similar with underage drinking rates for Fergus County being 20%, 38.5% and 56.4%. The state's data for the same age groups was 21%, 41.2%, and 53.1%. The similar rates continues on in 2010 with the averages for each being Fergus- 36.9%, Montana-35%. In 2012 we see a jump in Fergus County to 40.7%. Montana only saw an increase of 0.1%. Still, it is reported that approximately 66.7% of high school seniors in Fergus County have used alcohol within 30 days.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The prescription drug problem in Fergus County is similar to that of Montana. In 2010, 4.6% of Fergus County students used prescription drugs while only 4.0% of Montana teens did. Both Montana and Fergus County saw a decrease in use, with 3.7% of Fergus teens using 2012 and 3.5% of Montana teens.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

All these factors are working to negatively impact Fergus County. There are consistent increases in alcohol abuse, binge drinking, prescription drug abuse and DUI statistics. There have not been any decreases in alcohol related crash statistics or Prevention Needs Assessment Data.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Fergus County's problem is bigger than that of Montana's. Looking at the data for 2008, Fergus County had the exact same data as Montana data, in that only 80.3% of students thought their parents perceived Alcohol/ Drug use negatively. In 2010 and 2010, Fergus student data was at 73.5% and 67.6%. This is compared to the Montana data of 81.8% for both years. While Montana trended to more positive numbers, the numbers for Fergus County decreased significantly, negatively impacting the county.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, it shows that Fergus County has a smaller problem when it comes to peers disapproval of use. Fergus County trended a higher disapproval of use among peers, going from 65.5% in 2008 to 83.3% in 2012. Montana's numbers for the same data were 55.8% and 66.7%.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Fergus County has about the same of a problem than the state overall in Perceived Risk/ Harm. The numbers are worse for Fergus County in 2008 but climb nicely to be even with the state in 2012.

When looking at Percentage of students who believe it is cool to drink alcohol regularly, Fergus County and Montana were about the same every year by all ages.

In Table 28, trending data for Fergus County shows fewer students perceive risk of having 1-2 alcoholic beverages every day in 2012 than they did in 2008, while Montana had more positive data, showing an increase of 3% over the four years.

Table 29 also shows that from 2008 to 2012, fewer students in Fergus County perceived the harm of binge drinking every weekend. In 2008, 74.2% perceived harm while only 60.2% did in 2012. It would have been better to see this number go up, as it did for the state average

Table 30 shows us that fewer students in Fergus County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all years for all grades. The overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Looking at the trending data from 2008 to 2012, there are positive results for Fergus County. It shows that Fergus County has a smaller problem centered on family communication with drugs and alcohol abuse. Initially, only 40% of Fergus students talked to their parents in 2008. That rose to 58.3% on 2010 and 71.3% in 2012. The state did not see as big an increase, showing percentages of 62.1, 59.8, and 61.0. This was an overall decrease in family communication for the state.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare

to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Fergus County, there are considerably less students who believe alcohol causes any financial, legal, or emotional problems. This equates to a bigger problem. In 2008, the percentage of Fergus Students by grade that felt Alcohol causes financial problems was 2.0%, 2.6%, and 4.3%, compared to 7.0%, 11.0%, and 11.9%. In 2010, the same data was 2.7%, 4.7%, and 2% for Fergus County and 6.1%, 9.6%, and 10.2% for the state. Fergus County did not have any PNA data for 2012. The mindset that alcohol doesn't contribute to any problems only adds to it becoming more socially acceptable.

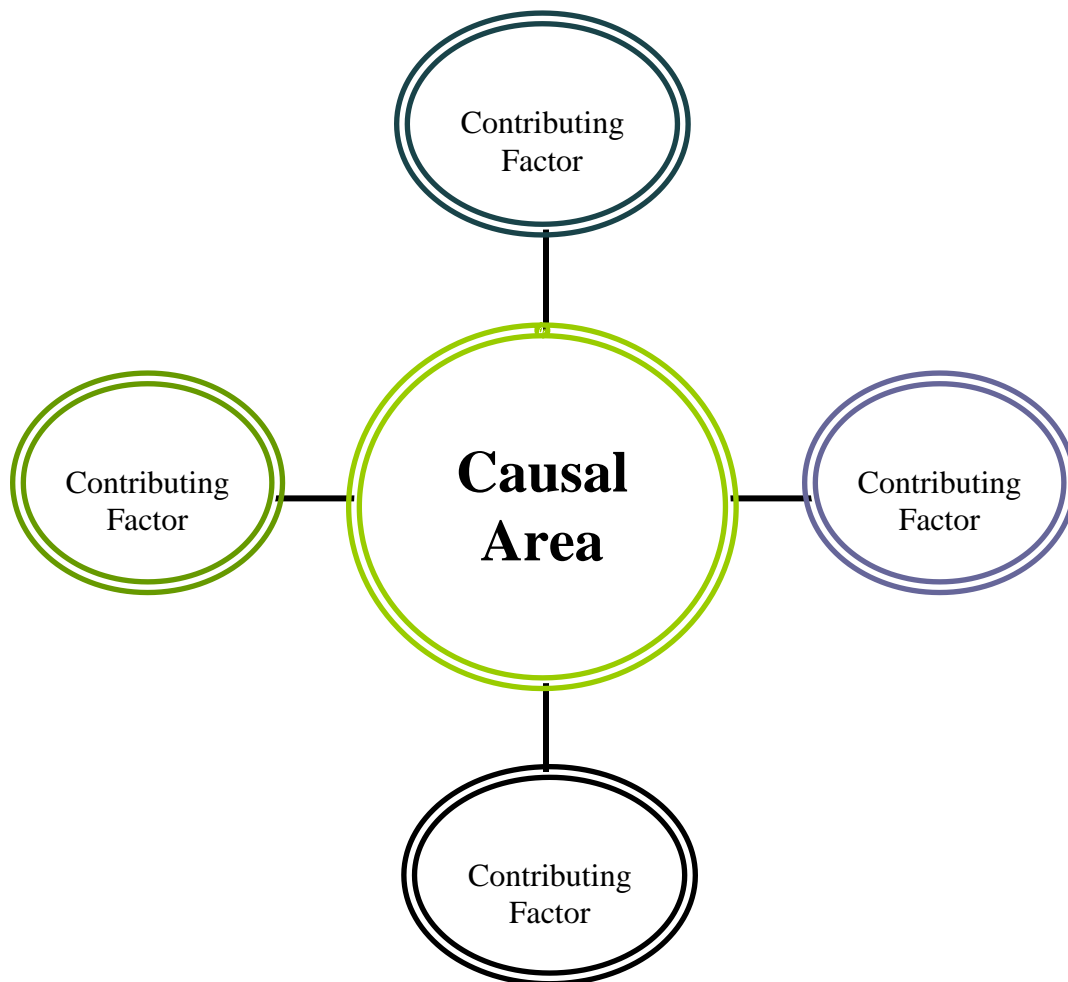
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Fergus County, while having some environmental prevention measures in place, is still at high risk for drug and alcohol use. While students are talking to their parents about drug and alcohol use, county teens seem to feel that it is not that risky to drink 1-2 drinks per day and 5 drinks on a weekend. It seems that it's just as socially acceptable. Fortunately, we are seeing kids notice that their peers are not as accepting of alcohol or drug use.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Year	Number of Retailers Checked	Number Failed	Failure Percent
2008	0	0	0
2009	33	6	18%
2010	15	1	6.6%
2011	0	0	0
2012	0	0	0
2008-2012	48	7	14.5%

The failure rate fell from 18% in 2009 to 6.6% in 2010. There have not been any compliance checks since 2010. It is difficult to get an accurate snapshot of what compliance rates are now and how they currently impact the community, as they have not been conducted since 2010.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

The community has not done them since 2010. This could be contributing to the increase in all statistics at it is a strong component in retail availability and binge drinking.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Since 2009, Fergus County's "Lets Control It" classes have grown exponentially. While this may be due to the passing of the state law making it mandatory to be trained as a server, the increase is still quite positive. In 2009, there were 3 trainings with 28 servers trained. In 2011, there were 6 trainings with almost 300 people trained. This does not include other of the other 13 state-approved trainings.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Trainings are held a few times a year in Fergus County, supported by the DUI Task Force.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

When comparing Fergus County to other counties in Montana, there is an average amount of liquor establishments for its population. But we know most of our statistics are not improving. This could be because there are no compliance checks for youth access to alcohol and over-service. Lewistown is surrounded by rural areas that provide places for kids buy alcohol and

drink. Law Enforcement does not keep up on compliance checks and there is fairly high retail availability for Fergus County. The stats again, speak for themselves with such high numbers in DUI crashes and the alcohol culture.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

This is a 6 because in talking with local law enforcement, kids are buying alcohol in Fergus County, but are usually using an older siblings' ID or are finding someone to give it to them. Retail availability is of the most concern when it comes to over-serving. Many establishments do not understand they play a vital role in making sure patrons do not leave the bar intoxicated.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

There is not enough data to accurately answer this question at this time.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

There is not enough data to accurately answer this question at this time.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Law Enforcement in Fergus County has been working in the schools and with the DUI Task force to provide extra efforts to combat drinking. In the schools, the officers are trying cultivate a positive relationship with the kids. The DUI Task Force provides funding for saturated patrols around high DUI times such as community events and holidays.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Neither department in Fergus County is conducting safety spot checks or compliance checks.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

The city of Lewistown has a few ordinances that re working to address alcohol related problems. There is an open container law and public intoxication ordinance. There are also ordinances that prohibit the sale of alcohol at certain times and locations.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

There is not a social host ordinance within the City. This could potentially stop minors who choose to have parties outside city limits.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

A large contributing factor to the DUI problem in Fergus County is that there is an overall lack of enforcement due to shortage of funding and manpower. Without funding, agencies are not always able to patrol in high DUI areas and have a police presence. Local law enforcement states that probably 75% of alcohol offenses go undetected and that plays a role in the high alcohol related statistics.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

6, Because Law Enforcement is currently not doing enough to combat alcohol related issues. Lewistown is still a larger town for Montana although it also has rural characteristics. There could be more saturated patrols, safety spot checks, and compliance checks. Unfortunately this takes money and manpower. It would be productive to work with neighboring counties and towns to form a multi-jurisdictional Alcohol Enforcement team in Central Montana. Only 14.4% of students feel they would be caught by the police if they drank alcohol. Fergus County residents feel like police consistently enforce MIP laws.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Fergus County, more students believe they would get caught by their parents than the police. Compared to state averages, about the same amount of students in Fergus County thought they would get caught by their parents as the state average. There was an overall decrease in the amount of students who felt like they would be caught by their parents or police from 2008 to 2012.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Through an opinion survey, only 15% of respondents felt that alcohol was easy for youth to access at community events. Law enforcement feels that it is a much bigger problem than that. Most of the time large community events are held in the county, which has no ordinances on catering licenses or bars. Most of the time people gather and bring their own alcohol and are not only binge drinking but not taking stock of their supply or allowing minors to drink. This comment backs up the statistics seen in the increase of binge drinking and drinking and driving. After these citizens gather, they drive home intoxicated.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

9, Social Availability is a huge contributor to binge drinking and drinking and driving in Fergus County. These community events are hard to police and older adults are buying alcohol for the youth or allowing them to drink. One hundred percent of Fergus county high school seniors thought it would be easy to get alcohol, a 20% increase from 2010. These rates are higher than the Montana average. It is worthy to note, according to Central Montana Medical Center's 2013 Community Needs Survey, 42% of the community said that alcohol use was a health concern for their community.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

For the county of its size, Fergus County ranks in the middle of bars per capita. There doesn't seem to be a lot of advertisements for alcohol. Only 6.2 % of buildings and 5.7% of billboards promote or advertise for alcohol. For its population, this is a small percentage and is not excessive.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

There are quite a few advertisements for alcohol in print media. The majority of these ads are for sales on liquor and for bar advertising. Overall, for its size and population, it doesn't seem to be as big of an issue as other counties.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There was only one alcohol related news article in the Lewistown Newspaper. This alcohol-related story depicted alcohol in a negative way. This was the only media advocacy piece in the paper. Local data shows that there are a lot of pro-alcohol advertisements in the paper. Therefore, there is an imbalance. Residents are getting bombarded with pro-alcohol advertisements and rarely are there alcohol related news stories.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Large Events in Lewistown are often sponsored by alcohol companies or taverns. These events often draw many people to drink a lot and drive home. The promotion of such events adds to the socially acceptable culture in Fergus County. We know that advertising works; therefore it is successful in marketing to youth and marketing to adults who attend these events to drink.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 6 7 8 9 10
Major impact

6. When looking at all the other causal areas and how they work with or against one another, we know that in Fergus County, social availability is a huge issue at community events such as rodeos and brandings. Although these events are often promoted by word of mouth, there is a certain culture about them. Whenever bars are sponsors of events, it is a given there will be alcohol there. This plays into the mentality that in Montana, alcohol goes with every activity. This is the social norm we want to change.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Fergus County, the school counselors are motivated to educate the students and these counselors serve on the DUI Task Force and other community coalitions. While schools have ATOD policies, teachers often feel that they can't watch the kids 24 hours a day and the learning has to come from home. These students are raised to think certain ways about alcohol and most of the time; the parents play more of a role in prevention than the school.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

6. Schools are working hard to get the message out about the effects of drugs and alcohol. It helps if there is a parent component and if there is follow up with ATOD Education and Prevention programs. But, there needs to be follow through and with current state and federal educational standards, it is often hard to fund these programs and hard to fit them in.

MEDICAL FIELD INFORMATION – PART 3**QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

There is currently not enough data to accurately answer this question.

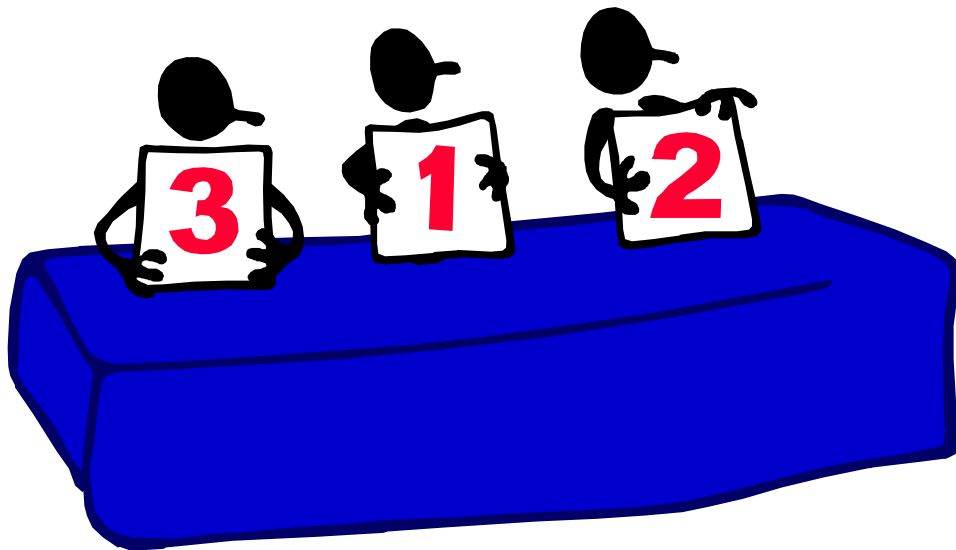
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

There are currently no medical interviews done to accurately answer this question. This will be updated as soon as that information is available.

Prioritization



Task Three:
Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

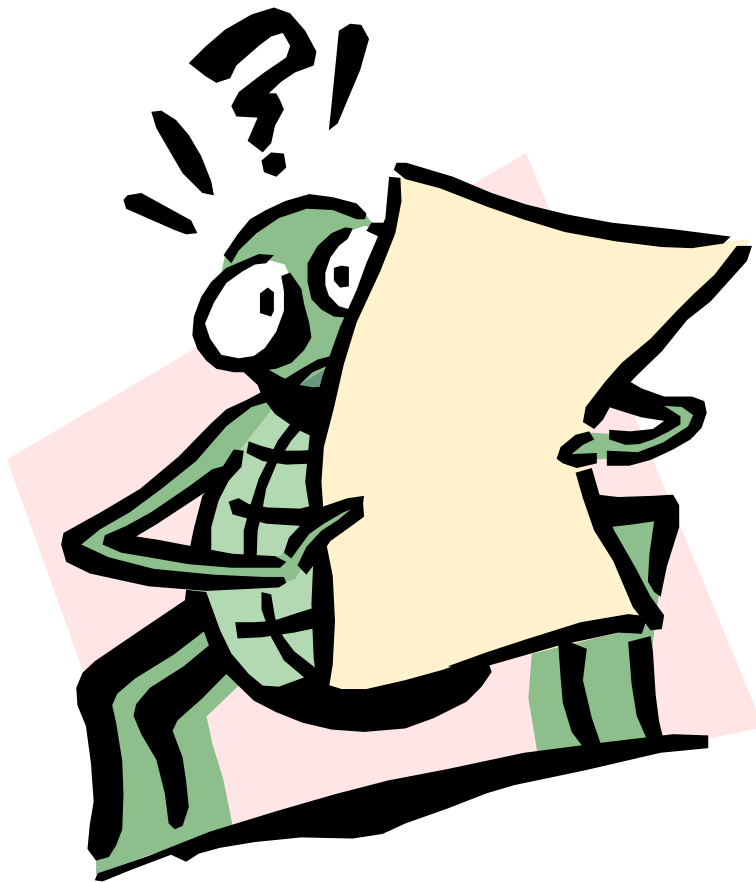
Score	Rank	Causal Area
6	3	Retail Availability
6	2	Criminal Justice
9	1	Social Availability
6	4	Promotion
6	5	School Policies
N/A	6	Prescription Drugs

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Social Availability is the biggest issue that needs to be addressed in Fergus County. We need to work on keeping parties and events 21 and older and discuss the amount of beers that can be sold at community events at one time. It is the biggest hurdle to cross. The remaining 6 all scored at 6. This is because all of these causal areas play off one another. Promotion plays a large part in getting people together to drink. Next law enforcement needs to do their part in cracking down on DUI drivers and having a police presence. They also need to complete regular compliance check to help reduce retail availability issues. School Policies are ranked 5th because the schools in Fergus County have school policies surrounding ATOD use. Prescription drug abuse was not ranked as there is not enough information to accurately rank this at this time.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Social Availability and Alcohol Promotion go hand in hand. If society can discourage promoting alcohol at social events we may be able to contribute to responsible drinking and less alcohol related events. Prevention efforts need to be focused on changing the social norm of alcohol within Fergus County and Montana. Currently alcohol is connected to everything from a hunting trip to winning a state tournament. If Fergus County can change how events are advertised, as in without alcohol, there will be a decrease in alcohol related crashes and fatalities.